



**URSULA MADDEN**  
**CHIEF COMMUNICATIONS OFFICER**

August 1, 2018

**To: Shirley Curtis**  
**Purchasing Manager**  
**Shelby County Sheriff's Office**

**From: Ursula Madden**  
**Chief Communications Officer**

**Re: FED UP campaign**

The FedUp marketing campaign has several partners in law enforcement and the judicial system, including the Shelby County Sheriff's Office. As you can see from the attached email from General Gibbons of the Crime Commission to Deputy Chief Bonner, the SCSO has agreed to continue funding the marketing campaign with an initial \$100,000 dollars from forfeiture funds with the hopes of finding and an additional \$200,000 in the future.

I hope this explanation is helpful and will aid the sheriff's office in justifying the purchase. Of course the City's initial contract with Trust Marketing is online, and we did continue to fund the marketing program with forfeiture funds from the Memphis Police Department. We are unable to go back to that source, and that's why we are so grateful for the support from the Chief Bonner and the SCSO.

Please let me know if you have any more questions or concerns. I'll be happy to help.

Thanks,



Ursula Madden  
Chief of Communications